

Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 040750Z AUG 75
FM AMEMBASSY JAKARTA
TO USDOC WASHDC
SECSTATE WASHDC 9533
INFO AMEMBASSY SINGAPORE
AMCONSUL MEDAN
AMCONSUL SURABAYA

UNCLAJLJAKARTA 9466

EO 11652: N/A
TAGS: BEXP ID
SUBJ: SURABAYA TRADE PROMOTION EVENT:FISHERIES EQUIPMENT
CATALOG SHOW

REF: A. STATE 161327 B. JAKARTA 8408 C. SURABAYA 475

1. EMBASSY RECEIVED SURABAYA CABLE(REPEATED BELOW) AND CONCURS COMPLETELY WITH POINTS RAISED AND RECOMMENDATIONS MADE THEREIN, PARTICULARLY REGARDING NEED FOR CONTRACT MARKET SURVEY. EMBASSY'S OTHER PRIORITIES WILL PRECULE JAKARTA STAGED COMMERCIAL FISHING EQUIPMENT EVENT FOR SOME TIME; BUT EMBASSY SHARES SURABAYA'S BELIEF THAT FISHING EQUIPMENT WILL EVENTUALLY BECOME MAJOR OPPORTUNITY. SURABAYA MANAGED EVENT DURING FY 76 WOULD THUS BE EXCELLENT MEANS GIVING EARLY PROMOTION TO US EQUIPMENT IN EMERGING MARKET EITHOUT DETRACTING FROM OTHER EMBASSY PRIORITIES. FOR ADDITIONAL INSIGHT ON SUBJECT OIM MAY WISH CONTACT JIM REILLY, WHO UNTIL HIS RECENT TRANSFER TO WASHINGTON WAS EMBASSY OFFICER RESPONSIBLE FOR FISHING INDUSTRY.

2. TEXT OF SURABAYA 475 IS AS FOLLOWS:

"SUMMARY: REF A INDICATED USDOC CONSIDERING CATALOG SHOW ANS SEMINAR ON COMMERCIAL FISHING EQUIPMENT FOR SURABAYA DURING LST HALF OF FY 1976. CONSULATE
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WELCOMES OPPORTNITY TO HOST WUSH EVENT. BELIEVE THAT

MARKET SURVEY IS ESSENTIAL BEFORE PLANS FOR EVENT ARE COMPLETED AND ALSO BELIEVE THAT QUESTION OF TIMING REQUIRES CAREFUL CONSIDERATION. END SUMMARY.

INVESTIGATION OF COMMERCIAL FISHING INDUSTRY BY THE EMBASSY IN THE PAST HAS REVEALED LARGE POTENTIAL FOR FUTURE. HOWEVER, EXACT SCOPE OF MARKET AND SOURCES OF CAPITAL FOR NEW AND REPLACEMENT EQUIPMENT IS NOT CERTAIN. IT IS ABSOLUTELY ESSENTIAL THAT CONTRACT MARKET SURVEY BE COMPLETED BEFORE FURTHER PLANS MADE FOR SURABAYA EVENT. MARKET SURVEY HAS TO INCLUDE TYPES OF EQUIPMENT REQUIRED FOR MODERNIZATION OF INDONESIAN FISHERIES, SOURCE AND STRENGTH OF US COMPETITION, LEVEL OF RESISTENCE TO MODERNIZATION AMONG INDONESIAN FISHERMAN, AND LIKELIHOOD THAT DECISIONS TO PURCHASE FISHERIES EQUIPMENT WILL BE MADE SOON ENOUGH FOR TRADE PROMOTION EVENT TO HAVE MAXIMUM EFFECT.

SINCE EMBASSY JAKARTA RECOMMENDED IN REF B THAT ENERGY AND FLUID TRANSFER SYSTEMS EXHIBITION BE HELD IN JAKARTA DURING MID MAY 1976, SURABAYA EVENT SHOULD NOT BE SCHEDULED BEFORE JUNE. THIS WILL PERMIT CONSULATE TO GIVE MAXIMUM SUPPORT TO EMBASSY TRADE PROMOTION AND MAKE PREPARATIONS FOR OWN SHOW.

IN THE EVENT MARKET SURVEY CANNOT BE COMPLETED AND EVALUATED IN TIME TO GIVE ADEQUATE LEAD TIME FOR SURABAYA EVENT IN JUNE, STRONGLY RECOMMEND THAT CATALOG SHOW BE DELAYED. CURRENT E/CM OFFICER SCHEDULED TO REASSIGNMENT IN APRIL 1976, BUT AMENDABLE TO EXTENSION OF TOUR UNTIL JUNE FOR TRADE PROMOTION EVENT. APPARENTLY, NEW E/CM OFFICER WILL NOT ARRIVE BEFORE JUNE 1976. IF CATALOG SHOW CANNOT BE ORGANIZED FOR JUNE PRESENTATION, THEN BELIEVE NEW OFFICER, WHO HAS NO OVERSEAS OF COMMERCIAL EXPERIENCE, SHOULD BE GIVEN AT LEAST TWO MONTHS TO PREPARE FOR EVENT. INDONESIAN INDEPENDENCE IS CELEBRATED IN MONTH OF AUGUST, AND EVENT SHOULD BE SCHEDULED AFTER HOLIDAYS, PREFERABLY IN SEPTEMBER.

WOULD APPRECIATE SOONEST INDICATION FROM USDOC WHETHER UNCLASSIFIED

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CATALOG SHOW FOR SURABAYA LIKELY TO BE FUNDED AND WHETHER COST OF CONTRACT MARKET SURVEY WILL BE INCLUDED." (END TEXT OF SURABAYA 475). NEWSOM

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 04 AUG 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975JAKART09466
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750268-0225
From: JAKARTA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750886/aaaacxqh.tel
Line Count: 110
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 161327, 75 JAKARTA 8408, 75 SURABAYA 475
Review Action: RELEASED, APPROVED
Review Authority: hartledg
Review Comment: n/a
Review Content Flags:
Review Date: 19 DEC 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19 DEC 2002 by ReddocGW>; APPROVED <05 FEB 2004 by hartledg>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SURABAYA TRADE PROMOTION EVENT:FISHERIES EQUIPMENT CATALOG SHOW
TAGS: BEXP, ID
To: COM STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006